



CALL FOR ARTISTS

Request for Qualifications Muralists

CALL ISSUE DATE: September 10, 2021

CALL DEADLINE: October 8, 2021

The City of Milpitas invites qualified muralists to submit their qualifications to be considered for various mural projects over the next three years, including several immediate temporary projects.

BACKGROUND:

The City of Milpitas is located in Silicon Valley, along the eastern foothills between Fremont and San Jose, on what was Muwekma Ohlone land, prior to the arrival of Spanish rancheros. A small agricultural community and crossroads rest stop for travelers, Milpitas' character changed rapidly in the 1950s when a Ford Motor Assembly Plant opened (now the site of the Great Mall). Not only did the auto plant fuel Milpitas' growth through the late 1950s to 1970s, it also helped cement Milpitas reputation as a socially progressive community after its union workers successfully convinced the City to allow the first planned racially integrated housing development in the country.

Milpitas is now one of the fastest growing cities in California and one of the most ethnically diverse, but its residents remain proud of its welcoming, small-town vibe. Milpitas is a home to advanced manufacturing and technology corporations, including the semiconductor firm KLA-Tencor, cybersecurity firm FireEye, and electronics manufacturer Flex Ltd. Milpitas is in the process of revitalizing its Main Street district and developing the Milpitas Metro district, a neighborhood of modern, high-density housing and retail within walking distance of a transit hub that includes a new BART station.

Additional information about Milpitas diversity is available on the [US Census website](#).

ANTICIPATED PROJECTS:

The Milpitas City Council has a great interest in using mural art to beautify the City. City Council has called for a several projects to be fast-tracked, including a "traveling" mural celebrating the many industries and occupations that have composed Main Street business from the late 1800s to present day, and temporary artwork to be displayed at Holiday Magic on Main Street, a two-week event being planned for December.

In addition, Milpitas is putting the finishing touches on a City-wide mural program that will allow residents, business owners and artists to "nominate" potential spaces for consideration for more permanent murals. City Council plans to fund up to four mural projects a year, with stakeholder committees to review a prequalified artists list to select a limited number of artists to be invited to submit designs for an individual project.

The Milpitas Arts Commission will review qualifications this fall with the goal of developing an extensive portfolio of prequalified muralists. The Arts Commission has expressed interest in prequalifying muralists of diverse cultural backgrounds, artistic styles and experience levels, so as to provide potential artists for projects of all sizes and budget levels.

Some projects may request or require artists to involvement the public, in design or painting.

PREQUALIFICATION PROCESS:

Staff will review applications for completeness. The Arts Commission will begin reviewing applications at its September meeting and will complete prequalifying muralists list in November. Artists interested in the Main Street industries and occupations mural and Holiday Magic on Main Street temporary project are encouraged to submit early.

Prequalified artists will remain on the list through June 30, 2023. Prequalified artists may be considered for any mural project initiated prior to that date.

Prequalified muralists invited to submit a design idea for a specific mural receive a stipend. Details will be provided if/when a muralist is short-listed for a specific project.

SUBMISSION PROCEDURE:

Qualifications shall be submitted electronically in written form via email, file transfer or on a thumb drive. Acceptable file formats are .pdf, .jpeg, .doc, .ppt, .htm, .mp4, .mov, .wmv, and .xls.

Your packet must include:

- 1. Cover Sheet**

- Fill out completely, including rate information.

- 2. Professional Artist Resume/Reference**

- If you are emerging artist, you may list student projects.

- 3. Portfolio Images**

- Up to 10 photos of past murals.
- For each mural, please provide artwork title, year, price, commissioning agency.
- For any mural with public involvement in the design or painting, please add a sentence or two about the public involvement you facilitated.

YOUR CITY OF MILPITAS CONTACT PERSON:

Tegan McLane (she/her)
Community Engagement and Inclusion Administrator
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tmclane@ci.milpitas.ca.gov

PROPOSAL COVERSHEET:

REQUEST FOR QUALIFICATIONS - MURALISTS
Proposals will not be accepted after October 8, 2021 at 5:00 p.m.

Muralist: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website _____

What type of projects may we consider you for?

- ☐ Small projects - under 50 square feet
- ☐ Medium projects - under 600 square feet
- ☐ Large projects - over 600 square feet
- ☐ Temporary projects
- ☐ Projects involving the public in the design process
- ☐ Projects involving the public in the painting process

What price range of projects may we consider you for?

- ☐ Under \$1,000
- ☐ \$1,000-\$4,999
- ☐ \$4,999-\$9,999
- ☐ Above \$10,000